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# CLARKE'S

# DESCRIPTIVE CATALOGUE

— AND —

# PRICE LIST

— OF —

## IMPROVED

## Stencil Dies and Tools

TRADE TAUGHT.

With Complete Outfits of Stock.

## STANDARD RUBBER STAMP VULCANIZER,

WITH OUTFITS, ETC.

*MANUFACTURED AND FOR SALE BY*

CHAS. H. CLARKE,

Corner East Water and Wisconsin Streets -:- -:- P. O. Box 114,

MILWAUKEE, WISCONSIN.

AND BOSTON, MASS. ESTABLISHED 1862.

1890.

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## o Our Patrons.

resenting this Catalogue we tender our thanks for past transactions and trust we may have a continuance of your favors. We have endeavored to bring before the reader some insight into the Stencil Business of the present day, and particularly the wants of the Great West in this line of work. The time is coming when a Stencil Engraver will be located in all centers of business, and the work goes by default in many places now, because the distance is so great to the larger cities, and it takes so long to procure it. The work is on the increase, however, and the demand for it must be met, for where it is most used it is most appreciated. There are agricultural implement manufactories in this state which use hundreds of dollars' worth of Plates every season, and as one machine sells another if it has merit, the mark upon it is often the only salesman. And all coarse, rough surfaces which cannot be printed upon must be marked with the Stencil Plate.

P S.—Will the Postmaster or other person who receives this Catalogue, and who has no use for it, do us the favor to hand it to some worthy young man within his knowledge, with the desire to help him to a useful trade.

Commending the careful perusal of this Catalogue, and asting we may hear from you, we are,

Yours Truly,

CHAS. H. CLARKE.

Our references are Postmaster Win. A. Nowell, Esq., and the agents of the American, Adams and United States Express, in Milwaukee.

letter for full names. The founders charge you about 50 cents each brand.

We also keep on hand all sizes of Metallic letters and figures for Iron Founders' use.

## General Advantages of the Stencil Letter.

THE business is pleasant, neat, healthy and useful, and is founded permanently upon the private wants of every individual, and the business wants of every community. It is subject to no license, taxation or high rents, is not pushed by local competition, involves no costly outlay of time or money, and it will pay from five to twenty dollars a day whenever or wherever followed.

## A Parting Word.

IT is often the case that canvassers wish to work two or three different articles at one canvass under the false idea that the greater the variety of things they have to offer the greater business they can do. If this were true, the genius who took a whole store around with him would do an immense business, because he would have something to suit all tastes.

The success of the canvasser depends upon the interest he can create over the one line of goods he is selling. Upon that line he can put all his force, and he loses it if he divides it among a variety of articles. The biggest workers—those who can get hundreds of orders in one city or county, are the ones who concentrate their energy on a single line of work, and they are successful especially if the article is suited to the wants of every person.

WHOEVER receives this Catalogue—thinks favorably of this work—means business, and who desires to learn more of the ways of the canvasser, we will take pleasure in corresponding with, and giving advice growing out of years of our experience. They were happy years when we were on the road. Let us tell him in the language of another. "The canvasser is to be envied who travels leisurely from town to town, from city to city and from state to state, enjoying and gaining knowledge of our broad and beautiful country, while at the same time he is making money honestly and respectably, and is contented and happy."

We will endeavor to use him as we would wish to be used, and his success will add to ours, especially if he has energy and will persevere. Here is the summing up of this Catalogue. There is not another business in the whole land to-day so cleverly adapted and so convenient to travel with, and which will earn so much money on the investment.

## What Stencil Plates and Brands are Used For.

MARKING Store Wrappers, Bags, Bales, Boxes and Barrels. For Flour, Beef, Pork, Lard, Butter, Cheese, Produce, Creameries, Dairies, Wines and Liquors, Vinegar, Oils, Paints, Soaps, Drugs, Medicines, Groceries, Tobacco, Cigars, Boots and Shoes, Dry Goods, Bakers, Brewers, Bottlers, Furniture, Clothing, Fish, Farming Implements, Plows, Advertising Signs for Fences, Freight Cars, Wagons, Shingles, Lumber, Hotels, General Store and Photographers' Signs, Real Estate, Direction Plates, Gauger's Brands, Shipping, Patent and Trade Marks, Brass Alphabets and Figures, Name Plates for marking Clothing, Bed and Table Linen with Indelible Ink, and for many other uses.

an do the work very cleverly and they make the best of canvassers. We have received from 50 to 80 names a day from a lady agent. It is not an unusual thing to get a dozen or twenty or more names to make from a single Factory, Work Shop, Boarding House, Hotel, Store, School or College,—from State and County Fairs,—for presents, etc. Students have paid all their tuition fees by using these Dies in vacation time. We recall one from Ann Arbor, Mich., who took $423.00 inside of six weeks, in the summer, and in this city, canvassing store, office and house.

## The Canvasser.

YOUNG man, do you want to travel, and make money? to see the country and be your own master? If so, be fitted out at once. Go up North, down South, East or West, and our word for it, you will never get cornered or strapped, but make money easily and rapidly anywhere. Work your imagination a little and figure how many names you will have to get daily to make it pay, and it will be no wonderment to you why you cannot get them.

You can clear the Dies and outfit by using half your stock the first week. The rest will be clear profit. You are not confined to any special class of people, territory, or time of year. The field is ample, exhaustless. Even if you follow the heels of another canvasser, you may do better than he. It is the experience of others that they often receive more orders when delivering than they took the first time around. With a few neat samples, handsomely put up, you can reach the eye of everybody, even "the lady of the house." Two can travel together, one to canvass and the other make the work.

## About Prices.

FIVE minutes will make a plain name plate. Six cents will pay for all the materials used,--brass, frame, brush, ink and directions. The Plates, with the Indelible Ink, etc., retail readily for 50 cents, plain names, and 75 cents to $1 each for fancy bordered or scroll names, never less. The Ink and Brush sell for 25 cents. Agents can be employed to procure names at half the retail price, or any per cent. agreed on. With a very moderate estimate of what can be done in any place of size, fifteen or twenty orders can be picked up in two-thirds of a day and they can be made in the other third. By so doing, you would make over $10 per day. We can give you proof of many who are now making more than double that amount, but how much would that be for a year? Then add the Key Check outfit. It would be as easy to canvass for both as one, and even to work the Large Steneil Tools (for which see profits).

Can you in any legitimate business do better, considering that you learn it in a few days, and that only $25 to $60 capital is invested?

## Our Name Plate Dies.

A set of our Dies consists of an alphabet of Roman Hand Made Capital Letters, and alphabet of lower case or small letters, punctuation characters and seven border or scroll tools. Sixty pieces in all, compactly arranged in the case.

Four or five styles of Plates can be made, giving an ample variety to choose from. These Dies are made by skilled workmen, of the best English steel, in the most thorough manner, carefully tempered, every letter whole and complete in itself, and will form a perfect letter when driven through the brass or silver, by being struck a single light blow. The letters are well proportioned, are warranted to do their work perfectly satisfactory in ordinary hands, and with care will last a lifetime. We challenge competition in their manufacture and acknowledge no superior in the land, East or West. Our price is lower for them than is asked for

the very inferior italic machine made Dies that come to this market from the East.

Never buy Stencil Dies till you have seen their work!

The thirteen First Premiums and many Testimonials we have received on these Tools attest their merit.

## Our Outfit.

OUR Outfit, which contains more than double the stock, and is superior in its details to any other offered, consists of a good Ligum Vitæ Block to cut on, Steel Hammer, Shears, Compasses, Patterns, Frames, Smoothing Stone, Polishing Brush, etc., and 100 bottles of Clarke's Indelible Ink and Directions, 100 Brushes, 100 Frames, Fine Sheet Brass for 125 names, and all the Instructions necessary to fully understand how to do the work. These are confidential and in no case will be given but to purchasers of our outfit. We will also include, if the Stencil Trade is taught, the receipt for our famous Indelible Ink, which we have manufactured for over thirty years, and you can warrant every bottle of it to be indelible. This receipt has been sold for more than we ask for the Dies and outfit.

Style of our Dies, Roman or Straight. We do not make the cheap *block or slant letters.* Our sizes are 3-32, 7-64 and 1-8 inch, being the best sizes used. Our former price for this outfit has been $32, and it is well worth that money now.

For future stock we duplicate the outfit (all but the Tools) for $6 per hundred—i. e., 100 each of our Indelible Ink, Brushes and Frames, and Sheet Brass to cut on. You can canvass for our other lines of work and make more than enough to procure all the stock needed after the first outlay.

## The Whole Trade.

THOUGH these three outfits can be used on the road by the traveling Letter Cutter, there is no limit to their usefulness in any reasonably large place. Work is always to be had, and any person of good address and energy can succeed in making money. The Tools are always worth the money you pay for them, and can readily be disposed of at their full value.

If one outfit is procured first, it should be for Name Plates, the next should be the Key Check outfit, and the Large Stencil outfit last. We positively guarantee to learn you so you will be able to cut good Name Plates and stamp good Key Checks, by letter, if you cannot visit us; but we cannot so promise in the work of Stencil Letter Cutting. We will, however, sell the Large Outfit without the Book, etc., etc. As our prices are so low, considering quality of Tools and quantity of Stock, our terms must be Cash or C. O. D. *To do good work you must have good tools.* Get the Best!

## Cash Prices of Tools and Dies, with Outfits.

| | |
|---|---|
| The Large Stencil Tools and Outfit, - - - - | $30 00 |
| The Name Plate Dies, Outfit and Instructions, - - | 25 00 |
| The Key Check Tools, Outfit and Instructions, - - | 12 00 |
| The Three, when ordered at one time, for - - - - | 65 00 |

*For $1.00 we will send samples of each kind of work to any address, utilizing the name sent, and this will be deducted from the first order for Outfits.*

For teaching the "Trade of the Letter Cutter" in all its variety, with the choice Book of Sample work, Brass Patterns of an endless variety ready to cut, of Letters, Eagles, Horses, Lions, Coat-of-Arms, Crowns, Borders, etc., Instructions on Canvassing,—Agencies for goods,—How

to handle and take orders for articles mentioned in this Catalogue,—Localities to settle in,—Insight into Burning Brand. Seal and Rubber Stamp work,—Indelible, Rubber Stamp and Hard Cake India Ink Receipts, etc., etc., *our price will be made known on application.* We will guarantee satisfaction for the outlay and promise the party his own time for instruction.

## Key Check Dies and Outfit.

THERE is a demand everywhere for Pocket Key Checks, Umbrella Plates, Trunk Plates, and articles which cannot be marked in any other way than by Steel Stamping Dies made for this purpose expressly. This, like the Stencil Business, is very profitable—the checks selling for from 25 to 50 cents each. Those who canvass for Name Plates may make this an additional source of profit, with very little extra expense, as the two are often worked together. These Stamp Dies are entirely different from the Stencil Dies, and are used to stamp names or words on metal. Travelers can add no more profitable branch to their business than by purchasing one of these outfits, as it is actually a part of their line of work. Persons wanting such Plates or Checks would naturally go to the nearest jewelry store for them. There is large profit in their use.

The Outfit consists of an Alphabet of Steel Capital Key Check Letters and a set of Steel Figures, size 1-12 to 1-16 inch, neatly boxed, with Steel Block, Hammer and 100 assorted German Silver Key Checks and Rings. Price of outfit complete, $12 cash. An alphabet of the lower case or small letters can be added for $6. Assorted Checks and Rings, $3 per hundred. Blank Carriage and Trunk Plates in Brass, $2.50 per hundred. In German Silver, $5 with the Pins. These are the neatest Blank Plates made. We will give prices on Badge Blanks and the Dies of other sizes, Large Letters, etc., on application.

## Brass Checks.

IN the Key Check Outfit we include ten samples of Brass Checks, assorted sizes, as patterns, to take orders for Checks for Baggage, Hotel, Door, Key, Coat, Dog License, Jewelers, Cash, Pool, Parcel, Millers, Barbers, Clubs, Express and many other uses. These we can sell you (Blank), that is, without being stamped or numbered. A choice set of Steel Figure Dies, large size, say one-quarter inch, would be added to the outfit above for $5, making an additional source of profit, and many orders can be picked up in the larger towns. The prices of the checks vary a trifle, and may be sold in 25s, 50s and 100s, to suit customers. An hour's work will number 100 checks. Small sizes of Blanks cost $1 per hundred, and sell for $4 stamped. Larger sizes, $1.50, and sell for $5.

## Burning Brands.

NAME Brands for burning in wood can be made by every traveling or located Stencil Cutter where there is a foundry, where they can have them cast, and there is no limit to their sale where they are solicited. Every Farmer, Fruit Grower, Merchant, Manufacturer, Mechanic or Miller would like his name, if nothing more, in quarter or half-inch letters to brand tools, implements, etc. We furnish you with the metal letters, or alphabets, for patterns, and the forms to attach them to, with shellac. After the letters are put on the form, the founder casts it in iron and handles it with an iron rod about two feet long. Our forms and letters are good to keep on using. Price of four forms, two fonts of letters ¼ and ½ inch and instructions for making, $10. Extra letters 6 cents each. The Brands sell for $1 per initials and 20 or 25 cents per

*OFFICE OF THE*

# MILWAUKEE STENCIL AND STAMP WORKS.

## THE STENCIL BUSINESS.

THE regular business of Letter Cutting is as legitimate a trade as the printers' and engravers', and the demand for it is increasing every day. Having been a Letter Cutter since 1857, East and West, we know what the country demands in this line of work. Stencil Plates are universally used on wood, iron and leather for marking Barrels, Boxes, Bales, Bags, Tubs, Crates, Patented Articles, Machines, Etc. Etc. There is nothing invented yet to take the place of Stencil Marking Plates and Brands for lettering all Merchandise and Manufactures.

So among our sixty millions of people there is an increasing demand. There is no one thing above the article itself that so helps its sale as when it comes to market neatly branded. A demand for this work can be created, and there are many large places even to cities of 20,000 people where there is no Letter Cutter located, but where one might have all he could possibly do. Many places of two, three, four and five thousand people could supply work of this kind if solicited by a man of energy and push. We send Stencil Plates every day to some interior towns that might be given to a local cutter. Many persons need only be shown to appreciate a good thing and use it ever after. "The secret of success in any kind of business is the ability to push it and make it go, and a good agent or canvasser is a treasure to himself." There is a great variety in this work—it is fascinating—not monotonus—no two plates are alike. Considering the demand there might be many men more profitably engaged in it, if they were distributed where they were needed.

Stencil Engravers have been chary about teaching the trade to any one outside the craft from selfish motives—owing to the large profits of the business—fear of competition—desire to retain their customers, some of whom have hundreds of dollars' worth of orders in one season. We have made over four hundred dollars' worth of Plates from one concern inside of three months' time. What is needed most is tact in soliciting Orders. Customers can be retained year after year if good, well-finished work is given. There are between seven and eight hundred Flour Mills in Wisconsin alone. They all use Brands and Bag Marks. We have over 6,000 different Brands in bound books in our office on show. All Cheese Factories are required by law to mark their Boxes. All Oils and Liquors are subject to government inspection and are required to be marked by Stencils. Notice the goods that come to your town and you will see this work.

Sign Plates are made in Stencil to letter Boards. Storekeepers and others in the larger towns and cities can find no better way of advertising their goods to advantage for the money invested. When a [illegible] made one can make a hundred signs in a day at only the cost of the board. These are put up on Trees and Fences approaching and around the town, seen and read of all men. We cannot enumerate all the various work for which Stencil Plates are used in this catalogue, but think we have said enough to satisfy you that it is a good reliable trade.

## A Local Stencil Business.

IT can be easily connected with other light mechanical work, and is as permanent as that of the Tinsmith, Locksmith, Jeweler, Photographer, Machinist, Printer, Painter, Student or Clerk, etc., and can be made a

source of large profit. Indeed, this is its best hold—its chief characteristic. For the amount invested as capital it is far superior to the trades above named, and thousands of Professional men—Doctors, Dentists, Lawyers and others do not make in a week what they might in a day in this work.

There are many articles usually connected with the Letter Cutting Business to give it gain, usefulness and stability, of which samples can be kept and orders taken—such as Rubber Stamps, Steel Name Stamps, Letters and Figures, Burning Brands, Seals, Baggage and Hotel Checks, Badges, Etc. (See Outside Cover.) Your orders in these articles will more than offset all you need for stock and material in Letter Cutting. By so doing you will grow into a trade that in a few years will demand all your time, and you can well afford to employ agents in all these lines of work.

## Large Stencil Tools and Outfit.

WE are now importing and manufacturing Tools for Letter Cutting or making Stencil Plates of all sizes, unexcelled in workmanship, and at very low figures. The Outfit consists of Thirty-six Tools (Chisels and Gouges) in true straights and perfect curves. The curved Tools are made in London, England, for us expressly for this purpose. The straights are made on the best English Steel, carefully finished, tempered and warranted for service. We guarantee this kit of large tools to be larger, far superior to and different from **any other make.** We have used some of the foreign-made for over thirty years, and they are as good to-day as ever. They will make any size of letter from one-quarter inch up to a foot or more. The outfit consists of a good large Lignum Vitæ Block. Steel Hammer, Steel Shears, Compasses, File, Flattener, Box of India Stencil Ink, Brush, Sheet Brass, Six Sizes of Stencil Pattern Letters and Figures, and all other articles needed to do the best work in this line. **There has been no such complete outfit offered by any house in this country.**

In addition to this, if the trade is taught, we will include a receipt for making Stencil Inks of all colors, and a bound book of Sample Stencil Work containing an infinite variety of Styles, the collection of many years, and which cannot be appraised by a money consideration. From it, no one need be at a loss how to make or lay out any kind of work, or how to canvass for work. It contains the impressions of hundreds of dollars' worth of finished Stencil Plates. These Tools and Dies are always worth the money they cost, and can be sold with little effort.

## Learning the Trade.

THERE is no light mechanical trade more interesting, and which for the money invested, and the shortness of time required to learn it, that will pay better. If a young man is moderately ingenious and has a taste for lettering, he can master it in about two weeks' time under our instruction. We would be pleased to correspond with any person who desires to know more of this work. We have never before, and know of no one else in the craft, who would be willing to give such service unless under a complete apprenticeship, and an applicant for the chance should consider himself highly favored in this opportunity to acquire a good, reliable trade. We can also help him in ways no other Letter Cutter would be willing to, which will be made known on application.

In the course of a long time spent in this business we have collected and made Stencil Plates for every conceivable use, in great variety, giving those who are taught a far better start with the copied work than could be procured anywhere else.

# RUBBER STAM

THE demand for Rubber Stamps for use on paper and fo. work generally is increasing. We have an interest in the Vulcanizers yet invented for making Rubber Stamps and for S. eotyping. They are made in three sizes, selling at $15, $25 an $35 each. Complete directions for use go with every machine, which, if not proved to work satisfactorily after a week's thorough trial, can be returned and the money will be refunded. This is the latest improved and most scientifically constructed Rubber Stamp and Stereotyping Machine or Vulcanizer now in the market. Some of its principal advantages are its perfect action in taking the mould, and the regulating of the heat when vulcanizing,—its simplicity, superior construction and general make-up. They are particularly adapted for Printers' use. We would be pleased to give more extended particulars to any pa will correspond with us about Rubber Stamp work. the chase for the largest machine is 5x9 inches. Outf made to vary in cost from $10 to $50 or more.

## FLOUR BRANDS.

$2.50.

$3.00.

Standard Printing Co., 114 Michigan St., Milwaukee, Wis.

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# CHAS. H. CLARKE,

E. Water and Wisconsin Sts., MILWAUKEE, WIS.,

—Manufacturer of and Dealer in—

Stencil Plates.
Stencil Alphabets.
Stencil Figures.
Stencil Dies.
Stencil Ink.
Stencil Brushes.
Stencils, adjustable.
Stencil Name Plates.
Stencils, ornamental.
Stencil Tools.
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abets.
res.
Steel Name Stamps.
Seals, Notary.
Seals, Corporation.
Seals, Court and Lodge.
Seals, Business.
Seals, Wax.
Seal Presses.
Silver Badges.
Soap Dies.
Society Badges.
Medals.
Baggage Checks.
Coat and Key Checks.
Pool and Cash Checks.
Restaurant Checks.
Pocket Checks.
Dog License Checks.
Rubber Vulcanizers.
Rubber Outfits.

Machinery Plates.
Carriage Plates.
Door Plates.
Pew and Desk Plates.
Door Numbers for
Pigeon Holes and Draws.
Brass Labels.
Burning Brands.
Pattern Letters.
Repousse Tools.
Box Printing Plates.
Check Protectors.
Advertising Plates.
Fence Signs.
Numbering Machines.
Rubber Stamps.
Rubber Type.
Metal Bodied Type.
Pads and Ink.
Self Inkers.
Dates, all Sizes.
Wood Cuts.
Printing Wheels.
Key Check Tools.
Cards Engraved.
Gold Pens re-pointed.
Autographs.
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Indelible Ink.
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*EVERYTHING IN THE STAMP AND BRAND LINE.*

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